EEO PUBLIC FILE REPORT

FOR THE PERIOD July 21, 2023 - July 20, 2024

A station may accumulate the relevant information for the past year (using the previous EEO Internal Job Vacancy Summary Form) and place a completed EEO Public File Report in the public inspection file annually on the anniversary of the deadline for filing its license renewal application.

	A. Full-Time Vacancies Filled During Past Year					
	Job Title	Date filled				
1	On-air Talent	2/5/2024				
2	On-air Talent	2/5/2024				
3	Digital News Editor-In-Chief	3/4/2024				
4	Digital News Reporter	4/15/2024				
5	Account Executive	4/18/2024				
6	Media Advisor	5/11/2024				
7	Digital News Reporter	6/24/2024				

1. On-air Talent			Date Filled: 02	/05/2024
Source	Contact Person	Address	Telephone #	Referred person hired?
		73 Kercheval Ave, Ste 201		
h. M // /	Th \ \ \ \ \ \ \ \ \ \ \ \ \	Grosse Pointe Farms, MI	040 000 7070	
https://sagacom.com/	Theresa Wiley	48236	313-886-7070	yes
https://www.unsis.coc.	Tom Davis	1190 Patton Ave Asheville, NC 28806	929 250 0605	20
https://mymix965.com/	Tom Davis	1190 Patton Ave	828-259-9695	no
https://981theriver.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
https://901thenver.com/	TOTT Davis	1190 Patton Ave	020-239-9093	110
https://1059themountain.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
Titipo:// Toodinamountami.com/	TOTT BUTTO	1190 Patton Ave	020 200 0000	110
https://avlradio.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
	NC Assoc of	804 E. Edenton St.	020 200 0000	10
https://www.ncbroadcast.com/	Broadcasters	Raleigh, NC 27601	919-821-7300	no
		Indeed Tower		
		200 W 6th St. Floor 36		
https://www.indeed.com/	Indeed	Austin, TX 78701	800-475-4361	no
2 On six Talant			D-1- Fill- 1- 00/05/00	
2. On-air Talent		72 Karahayal Aya Sta 201	Date Filled: 02	105/2024
		73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI		
https://sagacom.com/	Theresa Wiley	48236	313-886-7070	yes
nttps://sagacom.com/	Theresa whiey	1190 Patton Ave	313-000-7070	yes
https://mymix965.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
парел, пуниховолеет,	Tom Bario	1190 Patton Ave	020 200 0000	110
https://981theriver.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
		1190 Patton Ave	020 200 0000	10
https://1059themountain.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
-		1190 Patton Ave		
https://avlradio.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
	NC Assoc of	804 E. Edenton St.		
https://www.ncbroadcast.com/	Broadcasters	Raleigh, NC 27601	919-821-7300	no
		Indeed Tower		
		200 W. 6th Street. Floor 36		
https://www.indeed.com/	Indeed	Austin, TX 78701	800-475-4361	no

3. Digital News Editor-li	3. Digital News Editor-In-Chief			Date Filled: 03/04/2024	
		73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI			
https://sagacom.com/	Theresa Wiley	48236 1190 Patton Ave	313-886-7070	no	
https://mymix965.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no	
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
On- Air recruitment ad on WOXL, WTMT, WOXL HD2, WISE	Matt Register	1190 Patton Ave Asheville, NC 28806	828-259-9695	yes	
https://www.ncbroadcast.com/	NC Assoc of Broadcasters	804 E. Edenton St. Raleigh, NC 27601	919-821-7300	no	
https://indeed.com/	Indeed	Indeed Tower 200 W. 6 th St. Floor 36 Austin, TX 78701	800-475-4361	no	
4. Digital News Reporte	r		Date Filled: 4/1	5/2024	
https://sagacom.com/	Theresa Wiley	73 Kercheval Ave, Ste 201 Grosse Pointe Farms, MI 48236	313-886-7070	no	
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://www.ncbroadcast.com/	NC Assoc of Broadcasters	804 E. Edenton St. Raleigh, NC 27601	919-821-7300	no	
·		Indeed Tower 200 W. 6 th St. Floor 36			
https://indeed.com/	Indeed	Austin, TX 78701	800-475-4361	no	
Job Fair – Mountain Area Workforce Development	Shannon Steele	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
Employee referral	Michael Sprengelmeyer	1190 Patton Ave Asheville, NC 28806	828-259-9695	yes	
5. Account Executive			Date Filled: 4/18/2024		
https://mymix965.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://981theriver.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://1059themountain.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
https://avlradio.com/	Tom Davis	1190 Patton Ave Asheville, NC 28806	828-259-9695	no	
On-Air recruitment ad on WISE, WOXL, WOXL HD2, WOXL HD3, WTMT, WTMT		1190 Patton Ave			
HD2, WTMT HD3 Job Fair – Mountain Area	Matt Register Shannon	Asheville, NC 28806 1190 Patton Ave	828-259-9695	yes	
Workforce Development	Steele	Asheville, NC 28806	828-259-9695	no	

	Dawn	1190 Patton Ave		
Employee referral	Creasman	Asheville, NC 28806	828-259-9695	no
Employee followar	Orodoman	71011071110, 140 20000	020 200 0000	1110
6. Media Advisor			Date Filled: 5/11/2024	
		1190 Patton Ave		
https://mymix965.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
		1190 Patton Ave		
https://981theriver.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
		1190 Patton Ave		
https://1059themountain.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
		1190 Patton Ave		
https://avlradio.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
On-Air recruitment ad on				
WISE, WOXL, WOXL HD2,				
WOXL HD3, WTMT, WTMT	Matt Register	1190 Patton Ave		
HD2, WTMT HD3		Asheville, NC 28806	828-259-9695	yes
7 Divital Name Descript	.=		Date Filled: 6/24/2024	
7. Digital News Reporte	er T	70 1/2	Date Filled: 6/2	4/2024
		73 Kercheval Ave, Ste 201		
https://sagacom.com/	Theresa Wiley	Grosse Pointe Farms, MI 48236	313-886-7070	V00
Titips://sayacom.com/	Theresa whey	1190 Patton Ave	313-000-7070	yes
https://mymix965.com/	Tom Davis		828-250-0605	no
https://mymix965.com/	Tom Davis	Asheville, NC 28806	828-259-9695	no
		Asheville, NC 28806 1190 Patton Ave		-
https://mymix965.com/ https://981theriver.com/	Tom Davis Tom Davis	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806	828-259-9695 828-259-9695	no no
https://981theriver.com/	Tom Davis	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave	828-259-9695	no
		Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806		-
https://981theriver.com/ https://1059themountain.com/	Tom Davis	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave	828-259-9695 828-259-9695	no
https://981theriver.com/	Tom Davis	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806	828-259-9695	no
https://981theriver.com/ https://1059themountain.com/	Tom Davis	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 Indeed Tower	828-259-9695 828-259-9695	no
https://981theriver.com/ https://1059themountain.com/ https://avlradio.com/	Tom Davis	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806	828-259-9695 828-259-9695	no
https://981theriver.com/ https://1059themountain.com/	Tom Davis Tom Davis Tom Davis	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 Indeed Tower 200 W. 6 th St. Floor 36	828-259-9695 828-259-9695 828-259-9695	no no no
https://981theriver.com/ https://1059themountain.com/ https://avlradio.com/	Tom Davis Tom Davis Tom Davis	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 Indeed Tower 200 W. 6 th St. Floor 36 Austin, TX 78701	828-259-9695 828-259-9695 828-259-9695	no no no
https://981theriver.com/ https://1059themountain.com/ https://avlradio.com/	Tom Davis Tom Davis Tom Davis Indeed NC Assoc of	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 Indeed Tower 200 W. 6th St. Floor 36 Austin, TX 78701 804 E. Edenton St.	828-259-9695 828-259-9695 828-259-9695 800-475-4361	no no no
https://981theriver.com/ https://1059themountain.com/ https://avlradio.com/ https://www.indeed.com/	Tom Davis Tom Davis Tom Davis Indeed NC Assoc of	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 Indeed Tower 200 W. 6th St. Floor 36 Austin, TX 78701 804 E. Edenton St.	828-259-9695 828-259-9695 828-259-9695 800-475-4361	no no no
https://981theriver.com/ https://1059themountain.com/ https://avlradio.com/ https://www.indeed.com/ https://www.ncbroadcast.com/ On-Air recruitment ad on	Tom Davis Tom Davis Tom Davis Indeed NC Assoc of	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 Indeed Tower 200 W. 6th St. Floor 36 Austin, TX 78701 804 E. Edenton St.	828-259-9695 828-259-9695 828-259-9695 800-475-4361	no no no
https://981theriver.com/ https://1059themountain.com/ https://avlradio.com/ https://www.indeed.com/ https://www.ncbroadcast.com/ On-Air recruitment ad on WISE, WOXL, WOXL HD2,	Tom Davis Tom Davis Tom Davis Indeed NC Assoc of Broadcasters	Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 1190 Patton Ave Asheville, NC 28806 Indeed Tower 200 W. 6th St. Floor 36 Austin, TX 78701 804 E. Edenton St. Raleigh, NC 27601	828-259-9695 828-259-9695 828-259-9695 800-475-4361	no no no

- C. Total Number of Persons Interviewed for All Full-Time Vacancies Filled During the Past Year (this will be a raw number): 23
 D. Total Number of Interviews For All Full-Time Vacancies Filled During the Past Year per Recruitment/Referral Sources:

				Number of Interviewees
Referral Source	Contact Person	Address	Telephone #	Referred
		73 Kercheval Ave, Ste 201		
		Grosse Pointe Farms, MI		
https://sagacom.com/	Theresa Wiley	48236	313-886-7070	10
		1190 Patton Ave		
https://mymix965.com/	Tom Davis	Asheville, NC 28806	828-259-9695	0
		1190 Patton Ave		
https://981theriver.com/	Tom Davis	Asheville, NC 28806	828-259-9695	1
		1190 Patton Ave		
https://1059themountain.com/	Tom Davis	Asheville, NC 28806	828-259-9695	0
		1190 Patton Ave		
https://avlradio.com/	Tom Davis	Asheville, NC 28806	828-259-9695	2
	Michael	1190 Patton Ave		
Employee referral	Sprengelmeyer	Asheville, NC 28806	828-259-9695	1
	NC Assoc of	804 E. Edenton St.		
https://www.ncbroadcast.com/	Broadcasters	Raleigh, NC 27601	919-821-7300	0
		Indeed Tower		
	Job Posting	200 W. 6th St.Floor 36		
Indeed.com	Dept.	Austin, TX 78701	800-475-4361	0
Job Fair – Mountain Area		1190 Patton Ave		
Workforce Development	Shannon Steele	Asheville, NC 28806	828-259-9695	1
On- Air recruitment ad on				
WISE, WOXL, WOXL HD2,				
WOXL HD3, WTMT, WTMT		1190 Patton Ave		
HD2, WTMT HD3	Matt Register	Asheville, NC 28806	828-259-9695	7
		1190 Patton Ave		
Employee referral	Dawn Creasman	Asheville, NC 28806	828-259-9695	1

E. Outreach Activities

Attach a list and brief description of all outreach activities performed during the past year. Stations may attach copies of the Outreach Activity Description Forms included in this section for these purposes.

Description of Initiative: Participation in Job Fairs

Saga Communications of North Carolina has participated in the following Job Fairs:

- (1) Fall 2023 WNC Career Expo on October 25, 2023. Focus on Full-time sales positions and Part-time promotions assistant jobs. Representatives were Shannon Steele (Promotions Director) and Dawn Creasman (Sales Manager).
- (2) Mountain Area Workforce Career Fair on February 20, 2024. Focus on Full-time digital marketing sales executives, Full-Time account executives, Full-time digital news reporters, Part-time promotion assistant jobs and intern/job shadow participants. Representatives were Shannon Steele (Promotions Director) and Dawn Creasman (Sales Manager).

Saga Communications of North Carolina will continue participating in job fairs on an ongoing basis.

Description of Initiative: Internship Program

Saga Communications of North Carolina has established a twelve-week internship program. Internships are paid. All interns may receive training in the fields of promotions, marketing, sales, on-air work, business office and/or production. Internship flyers are handed out at all participating job fairs and sent to local area colleges upon request. In 2023/2024 we employed an intern from Montreat College.

Description of Initiative: Training and Mentoring Programs

Saga Communications of North Carolina posts to all employees the training and mentoring programs for the staff. Both programs will enable an employee to acquire skills that could qualify them for a higher level position in another department. The program is individualized and the training or mentoring period depends on the position of the employee and their needs and desires.

Description of Initiative: Participate in other activities to disseminate information as to employment opportunities in broadcasting

Saga Communications of North Carolina participates in job shadowing when requested. This program allows students to come to our facilities and "shadow" various staff members to observe their activities. Through this program we are able to show young people what our industry is all about which encourages them to pursue careers in broadcasting. We are reassessing this program to determine how we can increase interest.

Description of Initiative: Provide Training to management level personnel to ensure EEO and prevent discrimination

Saga Communications of North Carolina, LLC continues to ensure EEO and prevent discrimination through the following means:

- 1. The Business Manager discusses with each department head EEO regulations when a position becomes available in their department and reminds them to work within the EEO guidelines when going through the application/interview process.
- 2. Our EEO Poster is posted in a high traffic/visible area of the office for all employees to see.
- The company EEO policy is stated on Page 7 of the Saga handbook that all employees receive upon hire and also receive when the handbook is revised. (Latest revision August 26, 2019)
- 4. All Saga Communications of North Carolina staff (including managers) upon hire are required to complete Think Zoom Anti-Harassment training.
- 5. On May 21, 2024, the Business Manager presented training to the General Manager and all department heads that addressed issues that the EEOC will focus on in 2024 and concerns surrounding the use of AI in the workplace. Included in this training were two videos. One short video from recruiting firm/DEI consultants Envision Inclusion addressing the right of employees to discuss their wages. The second was a podcast interview with EEOC Commissioner Keith Sonderling concerning making AI tools fair in the workplace.